

ELECTRONIC MAIL

April 26, 1993

To:	M. A. Belniak	F. L. Maney
	G. B. Brown	J. L. Merusi
	J. H. Casey	J. A. Miller
	G. R. Deschenes	L. M. O'Connor
	T. J. Fitzin	R. J. O'Rourke
	J. C. Gresty	G. M. Richardson
	S. C. Grossberg	A. P. Scott
	L. S. Justo	R. F. Segelke
	D. W. Keeney	C. M. Uffindell
		D. T. Walsh

Subject: *7-Eleven - Winston and Camel Summer Promotion*

Mr. Terry Lyons, Merchandise Manager, 7-Eleven Northeast has agreed to participate in the *Winston and Camel Summer Promotion*. He will be dispersing information to his local Market Managers, who will prebook the Camel B1G1F and Winston 40¢ off a Pack Program.

I have requested all prebooks be completed by his Market Managers no later than Friday, May 7th. At that time, **RJR local offices must contact 7-Eleven Market Managers** to review the prebooks and ensure dispersement to the appropriate direct accounts.

Mr. Lyons has asked RJR local management to maintain contact, on a consistent monthly basis, with selected Market Managers, as indicated below:

7-Eleven Regional Center

• Dawn Rudnansky  
100 Roscommon Drive  
Suite 310  
Middletown, CT

203-635-9359

• Steve Felton  
131 Middlesex Turnpike  
Burlington, MA

617-273-1760

• Mark Senav  
8545 Main Street  
Williamsville, NY

716-633-1522

RJR Division

1528 - G. R. Deschenes

1126 - T. J. Fitzin

1626 - D. T. Walsh

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7-Eleven  
Winston & Camel Promotions (cont'd)

- 2 -

• June Barbara  
555 Route 1 South  
Iselin, NJ

908-855-7797

1228 - J. H. Casey

• Joe Brumfield  
1350 Campus Parkway  
Neptune, NJ

908-938-3070

1232 - J. Miller

• Linda Speranza  
450 Waverly Avenue  
Patchogue, NY

516-654-4281

1440 - M. R. Gambardella

• Kay Kinard  
3601 Hempstead Turnpike  
4th Floor  
Levittown, NY

516-579-7822

1440 - M. R. Gambardella

• Dave Gerschwer  
2520 Flatlands Avenue  
Brooklyn, NY

718-258-0074

1440 - M. R. Gambardella

If the above Market Managers are not within your division, please advise me immediately

The purpose of these visits will be to discuss implementation procedures and programs/opportunities in the local markets, and to review information involving the programs sold to the Northeast Division Headquarters. I would recommend an entry level manager be assigned this responsibility. Please communicate to me the name of the person who will be responsible.

If you have any questions, please contact me.

George H. Moulton

GHM/pk  
att.

cc: R. C. Farmer  
R. F. Kane  
B. G. Norman  
M. R. Gambardella

E. M. McAtee  
P. E. Schmidt  
M. A. Young

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**7-ELEVEN**

**CAMEL AND WINSTON**

**SUMMER PROMOTION**

**PREBOOK**

7-Eleven # \_\_\_\_\_

Supplier: \_\_\_\_\_

Address: \_\_\_\_\_

Delivery Date \_\_\_\_\_

<b><u>BUY 1 GET 1 FREE</u></b>		<b>Maximum Order</b>
<i>Camel Lts</i>	_____	4
<i>Camel Lts Box</i>	_____	4
<i>Camel Filter</i>	_____	4
<i>Camel Filter Box</i>	_____	4
<i>Camel Special Lt Box</i>	_____	4
<i>Camel Special Lt Box 100</i>	_____	4
<i>Total</i>	_____	<u>4</u> 24

**SPECIAL \$4.00 OFF A CARTON/\$.40 OFF A PACK MANUFACTURED PRODUCT.**

	<b>Maximum Order</b>
<i>Winston</i>	10
<i>Winston 100</i>	3
<i>Winston Box</i>	5
<i>Winston Lt</i>	5
<i>Winston Lt 100</i>	2
<i>Winston Lt (Box)</i>	3
<i>Winston Lt 100 (Box)</i>	3
<i>Winston Ult</i>	1
<i>Winston Ult 100</i>	1
<i>Winston Ult (Box)</i>	1
<i>Winston Ult 100(Box)</i>	1
<i>Winston Select</i>	2
<i>Winston Select (Box)</i>	<u>3</u>
<b>TOTAL</b>	<b>40</b>

QUANTITIES MAY BE LIMITED BY DIRECT ACCOUNT AVAILABILITY

**PLEASE SHIP THE PRODUCT INDICATED AND HAVE MY RJR REP CONTACT ME TO MERCHANDISE THE PROMOTIONS.**

\_\_\_\_\_  
**SIGNATURE**

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